



KCRA
3 Television Circle
Sacramento, CA 95814
Main: (916)446-3333
Billing: (916)325-3266

www.kcra.com

Billing Address:

Colsky Media
Attention: Accounts Payable
2740 Van Ness
Suite 22
San Francisco, CA 94109

Send Payment To:

KCRA
PO Box 26861
Lehigh Valley, PA 18002-6861

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
954959-2	11/11/12	November 2012	10/29/12 - 11/05/12

Station	Account Executive	Sales Office	Sales Region
KCRA	Josh Forman	Eagle-San Francisco	National

Advertiser	Product	Estimate Number
Spirit of Democracy Califor	GENERAL ELECTION	AD8

Flight Dates	Order #	Alt Order #
10/01/12 - 11/11/12	954959	07905677

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912826		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/06/12	11/03/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 KCRA Sa 11/03/12 7:59 AM KCRA-TV News at 7a 7:00am-9:00am :30 SODCA0493 \$1,500.00 NM 6 KCRA Sa 11/03/12 8:25 AM KCRA-TV News at 7a 7:00am-9:00am :30 SODCA0493 \$1,500.00 NM									
2	10/07/12	11/04/12	KCRA-TV News at 7am	News at 7:00am	-----S	:30	1	\$1,300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -----S 2 \$1,300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 KCRA Su 11/04/12 7:47 AM KCRA-TV News at 7am News at 7:00am :30 SODCA0493 \$1,300.00 NM 4 KCRA Su 11/04/12 9:24 AM KCRA-TV News at 7am News at 7:00am :30 SODCA0493 \$1,300.00 NM									
3	10/01/12	11/02/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	4	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 3 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 10 KCRA Tu 10/30/12 12:56 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SODCA0493 \$1,500.00 NM 9 KCRA W 10/31/12 12:14 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SODCA0493 \$1,500.00 NM 8 KCRA F 11/02/12 12:58 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SODCA0493 \$1,500.00 NM									
4	10/01/12	11/02/12	M-F 4-5p	4-5p	MTWTF--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 3 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 10 KCRA W 10/31/12 4:27 PM M-F 4-5p 4-5p :30 SODCA0493 \$1,500.00 NM 9 KCRA Th 11/01/12 4:36 PM M-F 4-5p 4-5p :30 SODCA0493 \$1,500.00 NM 8 KCRA F 11/02/12 4:12 PM M-F 4-5p 4-5p :30 SODCA0493 \$1,500.00 NM									
5	10/01/12	11/02/12	KCRA-TV News at 5pm	4:58pm-5:30pm	MTWTF--	:30	5	\$4,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 MTWTF-- 5 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 17 KCRA M 10/29/12 5:29 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 SODCA0493 \$4,500.00 NM									

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Invoice #	Invoice Date	Invoice Month	Invoice Period
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Advertiser	Product	Estimate Number	
Spirit of Democracy Califor	GENERAL ELECTION	AD8	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/01/12	11/02/12	KCRA-TV News at 5pm	4:58pm-5:30pm	MTWTF--	:30	5	\$4,500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 18 KCRA Tu 10/30/12 5:15 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 SODCA0493 \$4,500.00 NM 16 KCRA W 10/31/12 KCRA-TV News at 5pm 4:58pm-5:30pm :00 \$4,500.00 NM Credited 19 KCRA Th 11/01/12 5:29 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 SODCA0493 \$4,500.00 NM 20 KCRA F 11/02/12 5:13 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 SODCA0493 \$4,500.00 NM									
6	11/05/12	11/05/12	KCRA-TV News at 5pm	4:58pm-5:30pm	M-----	:30	1	\$4,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 5:23 PM KCRA-TV News at 5pm 4:58pm-5:30pm :30 SODCA0493 \$4,500.00 NM									
7	10/01/12	11/02/12	KCRA-TV News at 6pm	6:00pm-7pm	MTWTF--	:30	5	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTF-- 5 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 18 KCRA M 10/29/12 6:22 PM KCRA-TV News at 6pm 6:00pm-7pm :30 SODCA0493 \$4,000.00 NM 16 KCRA Tu 10/30/12 6:52 PM KCRA-TV News at 6pm 6:00pm-7pm :30 SODCA0493 \$4,000.00 NM 20 KCRA W 10/31/12 6:42 PM KCRA-TV News at 6pm 6:00pm-7pm :30 SODCA0493 \$4,000.00 NM 17 KCRA Th 11/01/12 6:23 PM KCRA-TV News at 6pm 6:00pm-7pm :30 SODCA0493 \$4,000.00 NM 19 KCRA F 11/02/12 6:29 PM KCRA-TV News at 6pm 6:00pm-7pm :30 SODCA0493 \$4,000.00 NM									
8	11/05/12	11/05/12	KCRA-TV News at 6pm	6:00pm-7pm	M-----	:30	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 6:52 PM KCRA-TV News at 6pm 6:00pm-7pm :30 SODCA0493 \$4,000.00 NM									
9	10/01/12	11/04/12	KCRA-TV News at 11pm	11:00pm-11:35pm	MTWTFSS	:30	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTFSS 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 4 KCRA Su 11/04/12 11:32 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 SODCA0493 \$4,000.00 NM									
10	11/05/12	11/05/12	KCRA-TV News at 11pm	11:00pm-11:35pm	M-----	:30	1	\$4,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$4,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 11:28 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 SODCA0493 \$4,000.00 NM									
14	11/05/12	11/05/12	KCRA-TV News at Noon	11:58am-1:00pm	M-----	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 12:40 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SODCA0493 \$1,500.00 NM									
15	11/05/12	11/05/12	M-F 4-5p	4-5p	M-----	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number	
Spirit of Democracy Califor	GENERAL ELECTION	AD8	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	11/05/12	11/05/12	M-F 4-5p	4-5p	M-----	:30	1	\$1,500.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 4:56 PM M-F 4-5p 4-5p :30 SODCA0493 \$1,500.00 NM									
16	10/20/12	11/03/12	KCRA-TV News at 7a	7:00am-9:00am	-----S-	:30	1	\$2,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S- 1 \$2,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA Sa 11/03/12 7:13 AM KCRA-TV News at 7a 7:00am-9:00am :30 SODCA0493 \$2,000.00 NM									
17	10/21/12	11/04/12	KCRA-TV News at 7am	News at 7:00am	-----S	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA Su 11/04/12 9:55 AM KCRA-TV News at 7am News at 7:00am :30 SODCA0493 \$1,500.00 NM									
19	10/15/12	11/02/12	KCRA News at 430am	430-5am	MTWTF--	:30	2	\$1,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTF-- 2 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 KCRA M 10/29/12 4:58 AM KCRA News at 430am 430-5am :30 SODCA0493 \$1,000.00 NM 5 KCRA W 10/31/12 4:58 AM KCRA News at 430am 430-5am :30 SODCA0493 \$1,000.00 NM									
20	11/05/12	11/05/12	KCRA News at 430am	430-5am	M-----	:30	1	\$1,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$1,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 4:52 AM KCRA News at 430am 430-5am :30 SODCA0493 \$1,000.00 NM									
23	10/15/12	11/02/12	KCRA-TV News at Noon	11:58am-1:00pm	MTWTF--	:30	2	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTF-- 2 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 KCRA Th 11/01/12 12:58 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SODCA0493 \$3,000.00 NM 6 KCRA F 11/02/12 12:28 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SODCA0493 \$3,000.00 NM									
24	11/05/12	11/05/12	KCRA-TV News at Noon	11:58am-1:00pm	M-----	:30	1	\$3,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$3,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 12:16 PM KCRA-TV News at Noon 11:58am-1:00pm :30 SODCA0493 \$3,000.00 NM									
25	10/21/12	11/04/12	NEWS AFTER NFL	Primetime	MTWTFSS	:30	1	\$4,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTFSS 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA Su 11/04/12 9:12 PM NEWS AFTER NFL Primetime :30 SODCA0493 \$4,500.00 NM									
27	10/15/12	11/02/12	NBC Today Show	7:00am-9:00am	MTWTF--	:30	1	\$5,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTF-- 1 \$5,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Advertiser	Product	Estimate Number	
Spirit of Democracy Califor	GENERAL ELECTION	AD8	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
27	10/15/12	11/02/12	NBC Today Show	7:00am-9:00am	MTWTF--	:30	1	\$5,000.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA M 10/29/12 8:49 AM NBC Today Show 7:00am-9:00am :30 SODCA0493 \$5,000.00 NM									
28	11/05/12	11/05/12	NBC Today Show	7:00am-9:00am	M-----	:30	1	\$5,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$5,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 7:26 AM NBC Today Show 7:00am-9:00am :30 SODCA0493 \$5,000.00 NM									
31	10/21/12	11/04/12	DATELINE	10:01pm-11pm	-----S	:30	1	\$6,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 -----S 1 \$6,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 KCRA Su 11/04/12 10:08 PM DATELINE 10:01pm-11pm :30 SODCA0493 \$6,000.00 NM									
32	10/15/12	11/04/12	KCRA-TV News at 11pm	11:00pm-11:35pm	MTWTFSS	:30	3	\$6,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTFSS 3 \$6,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 8 KCRA M 10/29/12 11:28 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 SODCA0493 \$6,000.00 NM 9 KCRA W 10/31/12 11:23 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 SODCA0493 \$6,000.00 NM 7 KCRA F 11/02/12 11:32 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 SODCA0493 \$6,000.00 NM									
33	11/05/12	11/05/12	KCRA-TV News at 11pm	11:00pm-11:35pm	M-----	:30	1	\$6,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 11/05/12 11/11/12 M----- 1 \$6,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 11/05/12 11:14 PM KCRA-TV News at 11pm 11:00pm-11:35pm :30 SODCA0493 \$6,000.00 NM									
34	10/22/12	11/02/12	M-F 4-5p	4-5p	MTWTF--	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTF-- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 KCRA Tu 10/30/12 4:12 PM M-F 4-5p 4-5p :30 SODCA0493 \$1,500.00 NM									
36	10/29/12	11/02/12	M-F 4-5p	4-5p	MTWTF--	:30	1	\$1,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTF-- 1 \$1,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA Tu 10/30/12 4:27 PM M-F 4-5p 4-5p :30 SODCA0493 \$1,500.00 NM									
37	10/29/12	11/02/12	KCRA-TV News at 6pm	6:00pm-7pm	MTWTF--	:30	1	\$4,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 MTWTF-- 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 KCRA M 10/29/12 6:51 PM KCRA-TV News at 6pm 6:00pm-7pm :30 SODCA0493 \$4,500.00 NM									
38	11/02/12	11/02/12	KCRA-TV News at 6pm	6:00pm-7pm	----F--	:30	1	\$4,500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/29/12 11/04/12 ----F-- 1 \$4,500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Spirit of Democracy Califor	GENERAL ELECTION	AD8	

www.kcra.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																						
38	11/02/12	11/02/12	KCRA-TV News at 6pm	6:00pm-7pm	----F--	:30	1	\$4,500.00	NM																						
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>KCRA</td><td>F</td><td>11/02/12</td><td>6:15 PM</td><td>KCRA-TV News at 6pm</td><td>6:00pm-7pm</td><td>:30</td><td>SODCA0493</td><td>\$4,500.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	KCRA	F	11/02/12	6:15 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	SODCA0493	\$4,500.00	NM
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																					
1	KCRA	F	11/02/12	6:15 PM	KCRA-TV News at 6pm	6:00pm-7pm	:30	SODCA0493	\$4,500.00	NM																					
Total Spots							45																								

Payment Terms 30 Days

<u>Gross Total</u>	\$144,100.00
<u>Agency Commission</u>	\$21,615.00
<u>Net Amount Due</u>	\$122,485.00